

GENERAL INFORMATION

- Morgan Hill is home to two of the largest business parks in Silicon Valley
- Morgan Hill Ranch is the 4th largest business park in the Silicon Valley
- Land Prices range from \$8 - \$15 per square foot
- Industrial Lease Spaces range from \$.75 - \$1.85 per square foot

KEY DEMOGRAPHICS

GENERAL DEMOGRAPHICS

Source: Claritas 2008 Estimate

	Total
Population	38,415
Households	12,301
Per Capita Income	\$39,426
Average Household Income	\$122,526
Median Household Income	\$96,703
Aggregate Household Income (1,000's)	1,514,550

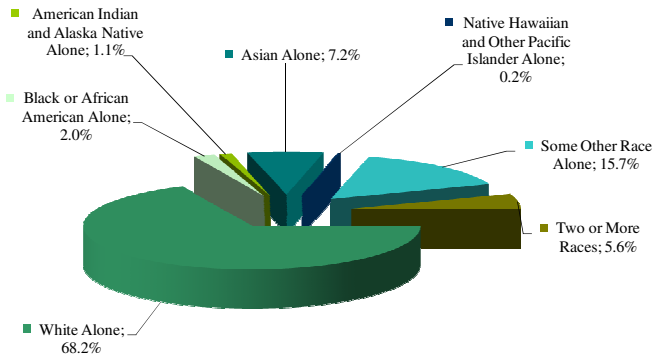
PER CAPITA INCOME

Source: 2000 U.S. Census

Location	Per Capita Income
Morgan Hill	\$33,047
Santa Clara County	\$36,934
San Francisco	\$34,556
San Diego County	\$22,926
Los Angeles County	\$20,683
California	\$22,711
United States	\$21,587

POPULATION DIVERSITY

Source: Claritas 2008 Estimate



INCOME DISTRIBUTION BY HOUSEHOLD

Source: Claritas 2009 Estimate

	City	%
Households	12,301	100.0%
Less than \$15,000	651	5.3%
\$15,000 - \$24,999	557	4.5%
\$25,000 - \$34,999	673	5.5%
\$35,000 - \$49,999	1,051	8.5%
\$50,000 - \$74,999	1,639	13.3%
\$75,000 - \$99,999	1,819	14.8%
\$100,000 - \$149,999	2,740	22.3%
\$150,000 - \$249,999	2,232	18.1%
\$250,000 - \$499,999	661	5.4%
\$500,000 and more	278	2.3%

BUSINESS STATISTICS

CONSUMER SPENDING

Source: Claritas 2006 Data

Expenses	Aggregate (1,000's)	Per Capita
Apparel	\$83,274	\$2,342
Entertainment	\$99,373	\$2,795
Food at Home	\$85,235	\$2,398
Health Care	\$49,259	\$1,386
Household Equipment	\$52,299	\$1,472
Shelter and Related	\$48,113	\$1,353
Transportation	\$136,429	\$3,838
Food away from Home	\$79,559	\$2,238
Education	\$25,613	\$720
Miscellaneous	\$134,003	\$3,768

LARGEST PRIVATE EMPLOYERS

Source: Business Assistance and Housing Services

Organization	Employees
Anritsu	495
Comcast Cable Communications	470
Hospira Inc.	387
Wal-Mart	285
Safeway	258
Fox Racing	252
Specialized Bike Components	240
Paramit	230
ITT EDO Reconnaissance	226
Infineon Technologies	160

BUSINESS STATISTICS (Cont.)

EDUCATIONAL ATTAINMENT

Source: Claritas 2009 Estimate (Age 25+)

	Total	%
Population Age 25+	23,872	100.00%
Less than 9th grade	1,590	6.66%
Some High School, no diploma	1,825	7.64%
High School Graduate (or GED)	4,295	17.99%
Some College, no degree	6,426	26.92%
Associate Degree	2,063	8.64%
Bachelor's Degree	5,149	21.57%
Master's Degree	1,922	8.05%
Professional School Degree	334	1.40%
Doctorate Degree	268	1.12%

LABOR FORCE AVAILABILITY

Source: Employment Development Department

Labor Force	17,200
Employed	16,000
Unemployed	1,200
Unemployment Rate	6.98%

TRANSPORTATION ACCESS

Source: City of Morgan Hill

Airport Access	
San Jose International Airport	25 miles
San Francisco International Airport	57 miles
Oakland International Airport	56 miles
Highways	
U.S. Highway 101	0 miles
Railways	
Morgan Hill Caltrain Station	1 mile
San Jose Amtrak Station	19 miles

Average Commercial/Industrial Electricity Rates

Source: PG&E

PG&E	Cost Per kWh
E-19 (Commercial)	
Transmission*	\$0.115
Primary**	\$0.120
Secondary***	\$0.133
E-20 (Industrial)	
Transmission*	\$0.089
Primary**	\$0.111
Secondary***	\$0.128

* 50,000 volts or more ** 2,000 - 50,000 volts *** Less than 2,000 volts

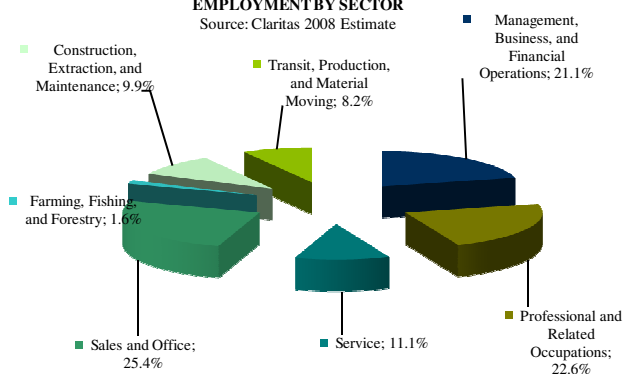
Santa Clara County Wage Rates

Source: Employment Development Department

Occupation	Mean Wage
Sales Manager	\$69.25
Computer and Information Systems Manager	\$68.69
Industrial Production Manager	\$56.75
Computer Programmer	\$46.71
Computer Hardware Engineer	\$55.92
Assemblers	\$13.62
Retail Salespersons	\$13.35
Receptionists and Information Clerks	\$16.39
Data Entry Keyers	\$13.82

EMPLOYMENT BY SECTOR

Source: Claritas 2008 Estimate



Local Colleges/Universities

College	Location
Gavilan College	Gilroy
San Jose State	San Jose
DeVry University	San Jose
Santa Clara University	Santa Clara
De Anza College	Cupertino
San Jose City College	San Jose
University of California, Berkeley	Berkeley
Stanford University	Stanford

Crime Rate per 100,000 Residents

Source: Morgan Hill Police Department

City	Crime Rate
Gilroy	5438
Campbell	4802
Santa Clara	3801
San Jose	3525
Morgan Hill	3130
Palo Alto	2901
Mountain View	2769

HOUSING STATISTICS

HOUSEHOLD TYPE

Source: Claritas 2008 Estimate

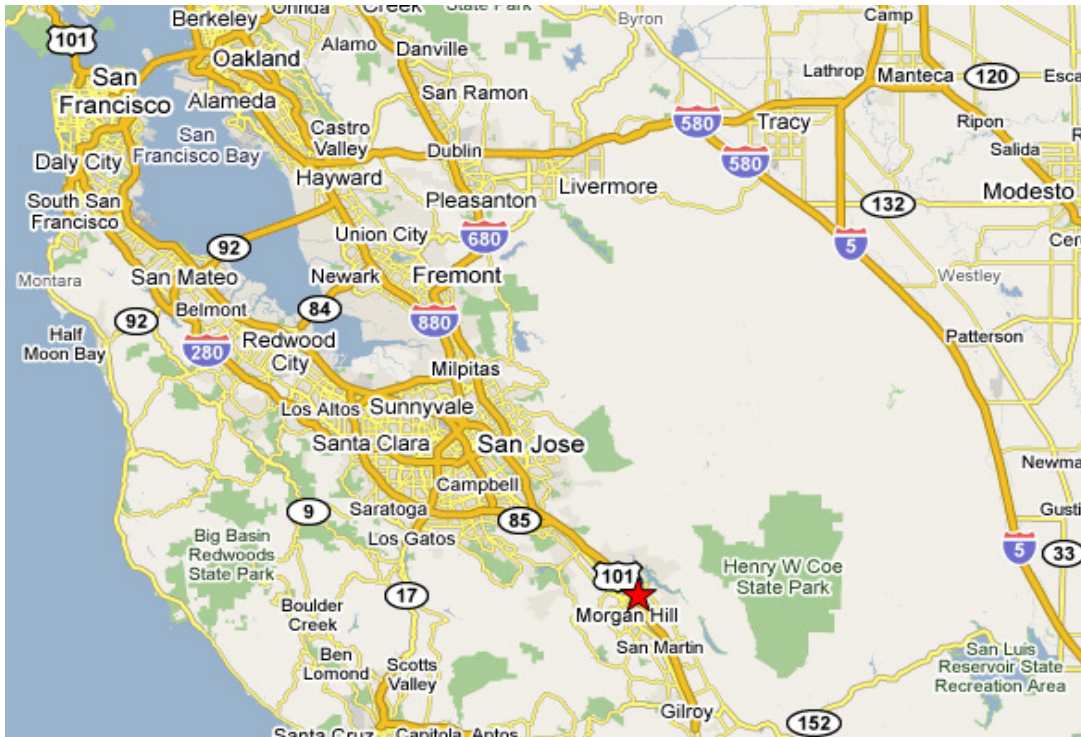
Households	12,281
Single Male Householder	800
Single Female Householder	1,125
Married Couple with Children	4,171
Married Couple without Children	3,561
Male Householder with Children	364
Male Householder without Children	286
Female Householder with Children	892
Female Householder without Children	503
Nonfamily Male Householder	368
Nonfamily Female Householder	211

Median Home Prices

Source: DataQuick (in 2008 dollars)

Year	Median Home Price
2001	\$565,250
2002	\$583,830
2003	\$614,675
2004	\$700,035
2005	\$803,603
2006	\$809,550
2007	\$770,000
2008	\$667,250

MAP OF SANTA CLARA COUNTY



CITY OF MORGAN HILL

Development Services Center
 17575 Peak Avenue • Morgan Hill, California 95037
 Tel: (408)778-6480 Fax: (408)779-7236

<http://www.morganhill.ca.gov>